



Amboy Bank partnered with Wakefly to modernize their online presence and enhance the customer experience. Wakefly led a full redesign and migration to the latest Kentico Xperience platform, creating a cleaner, more intuitive website that showcases the bank's services while improving navigation and content management.



## Background

Amboy Bank has a long-standing reputation as a trusted financial institution, serving communities with a range of personal and business banking solutions. As digital banking became increasingly important, the bank recognized that its existing website, built on an older Kentico

platform, no longer met modern usability standards or reflected the full strength of its brand. The need for a more engaging, efficient, and manageable online presence became a top priority to better serve customers and support business growth.

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Personal Business Why Amboy

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## Home Financing

Whether you are a first-time homebuyer or looking to upgrade or downsize, Amboy has the right loan for you.

- Home Equity Offer
- First-Time Buyer
- Buy a Home
- Improve My Home
- Build a Home

How can Amboy help?

- Home Financing
- In-Retirement Living
- Grow My Savings
- Digital Banking
- Home Equity Sale

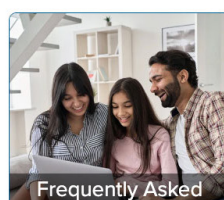
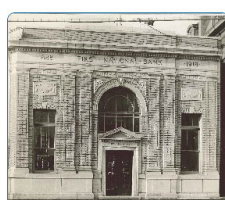
## Redefining What a Community Bank Can Be

Most community banks offer familiar faces, friendly service, and a commitment to the neighborhood-- and that's a good start.

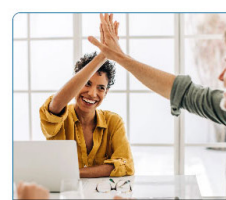
But at Amboy Bank, we believe you deserve more. We've been independently owned and operated since 1888, delivering personalized service tailored to your goals. Our advisors are non-commissioned, so their only incentive is helping you find the best solution. We combine that personal attention with innovative products and solutions you won't find at most community banks. It's how we've earned the title of Best Bank in Central New Jersey for 27 years in a row, and how we continue to put your financial success first every day.



The Amboy



Frequently Asked

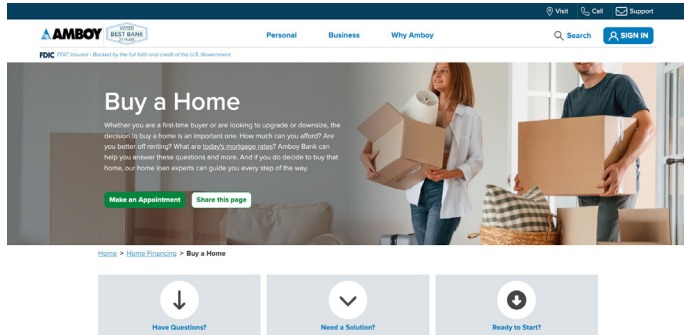


## Goals & Challenges

Amboy Bank's primary goal was to modernize its digital experience to align with current customer expectations and industry standards. The outdated platform limited the bank's ability to deliver new features, manage content efficiently, and provide an intuitive navigation experience. Customers often struggled to find information, and the homepage did not clearly communicate the bank's offerings or value proposition. Internally, staff faced time-consuming processes for updating pages and content, which hindered responsiveness to marketing initiatives and operational needs. The bank needed a solution that addressed both customer experience and internal efficiency while supporting long-term digital growth.

## Solution

To meet these goals, Amboy Bank's website was fully migrated to the latest Kentico Xperience platform. The redesign introduced a clean, professional visual presentation that reinforced the bank's trusted brand while simplifying access to products and services. Navigation was restructured to create intuitive paths for each target audience, reducing friction and helping visitors quickly locate relevant information. The new CMS dramatically improved content management efficiency, allowing internal teams to update pages, adjust messaging, and publish new content with ease. Every aspect of the redesign was carefully planned to support both operational needs and strategic digital objectives.



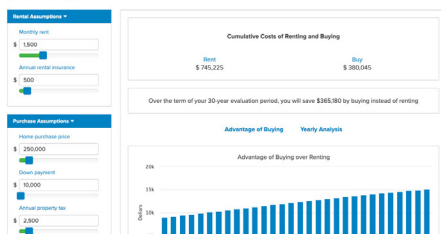
Have Questions? Amboy Can Help!

[Should I Buy or Rent?](#) [How Much Can I Afford?](#) [How Much Does a Pay Mortgage Save?](#) [Do I Qualify?](#)

Whether you buy a home or rent one depends on a number of factors. You should consider how long you intend to stay in the home, the difference in rent versus a mortgage payment, expected home value appreciation versus expected rent increases, and the potential for tax deductions.

Amboy Bank can help you work through the numbers and find a mortgage for you! You can explore various scenarios by using our calculator. Or, explore our mortgage options or get the process started right away!

### Rent or Buy?



## Results

The upgraded website delivered a more modern, responsive, and user-friendly experience. Customers can now easily navigate the site, understand the bank's offerings, and engage with calls to action, leading to improved interactions and potential conversions. Internally, Amboy Bank's staff experience significantly reduced effort in managing content, ensuring the site remains current and relevant. The platform's flexibility and performance improvements also position the bank for future growth and digital innovation.

### Conclusion

Through the Kentico Xperience upgrade, Amboy Bank successfully transformed its digital presence, enhancing both customer experience and internal operations. The project addressed long-standing challenges while providing a scalable foundation for future enhancements, reinforcing Amboy Bank's commitment to serving its communities with professionalism, clarity, and reliability.

### Key Features

- Kentico Xperience – Upgraded CMS platform enabling advanced content management and modern digital capabilities.
- Responsive Web Design – Ensured seamless display and functionality across desktop, tablet, and mobile devices.
- Custom Navigation Architecture – Streamlined site structure to improve user journeys for different customer segments.
- Marketing Automation Integration – Enhanced lead capture and engagement through targeted calls to action.
- Analytics & Tracking Tools – Implemented performance monitoring and user behavior insights to inform ongoing optimization.

## Wakefly

Wakefly is one of the most experienced Umbraco Solution Partners. We have been a dedicated Umbraco partner for many years, leveraging its powerful platform to create highly technical and marketing-focused websites. Our vast portfolio of successful projects has helped us earn Umbraco's highest recognition as a trusted and skilled partner.

Whether you're looking for a brand-new website or need assistance with updates to your existing Umbraco site, we can seamlessly integrate with your team to help you achieve your objectives. Wakefly's entire project team has extensive experience with Umbraco, including certified developers and Umbraco-marketing specialists, so you can trust us with your site.

Wakefly creates digital experiences that matter. We develop unified, online marketing strategies designed to help you connect with more prospects and customers. Our methodical, data-driven approach ensures that we engineer the perfect digital solution tailored to your needs.